



Kentucky On Stage and Setting The Stage

A performing arts showcase, workshop and
booking conference for all performing artists
and performing arts presenters.

Tuesday, October 7
and
Wednesday, October 8, 2003

Downtown Arts Center
141 E. Main Street
Lexington, Kentucky

Presented by the Kentucky Arts Council,
a state agency of the
Education, Arts & Humanities Cabinet



Kentucky On Stage

Exciting performances by artists selected for the KAC's Performing Arts Directory

Setting the Stage

Workshops for performing artists and presenters of the performing arts

Tuesday, Oct. 7, 2003

8:00 - 9:00 AM Continental Breakfast/Registration,
Downtown Art Center Lobby

Performer Track

9:00 AM - 12:30 PM, *The Performing Biz* with Jeri Goldstein, Lexington Central Library, Conf. Room A
(Library is directly across street from Downtown Art Center)

This seminar is for performing artists in all genres of music, theater, dance, and students of the performing arts. Goldstein presents topics such as Marketing Your Act, Creating Effective Promotional Tools and Press Kits, and Targeting Your Audience.

Presenter Track

9:00 AM - 10:00 AM, *Opportunities for Presenters* with Amber Luallen, Lexington Central Library Theatre
(Library is directly across street from Downtown Art Center)
Join KAC Community Arts Director Amber Luallen and learn about funding and other opportunities for presenters from the KAC, the Southern Arts Federation and more.

10:00 AM - 12:30 PM, *Nuts & Bolts: Audience Development Frameworks, Research and Reality*, with Surale Phillips, Lexington Central Library Theatre
(Library is directly across street from Downtown Art Center)
Learn about Geodemographics and how they can be used to expand and develop your audience. In this working seminar, you can use your new marketing knowledge to apply to your real world scenario.

12:30 - 2:00 PM, Lunch, Downtown Art Center
Presenters and performers! Take this opportunity to meet, eat, and develop fabulous performance opportunities!

2:00 - 5:30 PM, Kentucky On Stage!, Downtown Art Center Theatre

The showcase begins! See exciting performances by some of Kentucky's finest professional musicians, storytellers, and theatre and dance companies.

5:30 - 7:00 PM, Dinner, (on your own)

Don't go too far! You'll want to join us later this evening at the *Kentucky Coffeehouse!*

Tuesday Evening, Oct. 7

7:00 PM - 9:30 PM, *Kentucky Coffeehouse!*

Phoenix Ballroom, Victorian Square, Main Street
New this Year! Join us for more great live performances as well as desserts, coffee and a cash bar in a beautiful setting!

Wednesday, Oct. 8, 2003

8:00 - 9:00 AM Continental Breakfast/Registration,
Downtown Art Center Lobby

Performer Track

9:00 AM - 10:30 AM, *What's a Showcase?*, with Jeffrey Jamner, Kentucky Center; and other presenters, Lexington Central Library, Conf. Room A
(Library is directly across street from Downtown Art Center)

Learn about performance and audition techniques, showcase opportunities that exist in and out of Kentucky, and how they can benefit Kentucky performers!

Presenter Track

8:30 AM - 10:15 AM, *Innovative Productions Peer Panel*, Lexington Central Library Theatre
(Library is directly across street from Downtown Art Center)

Get inspired by these unique and innovative productions and partnerships that have taken place in and outside of Kentucky! Success stories from the field!

Performers & Presenters -- All Together!

10:30 - 12:30 PM, *The Art of Negotiation: Creating Win Win Deals*, with Jeri Goldstein, Lexington Central Library, Conf. Room A
(Library is directly across street from Downtown Art Center)

This interactive seminar will help performers and presenters work together for the best possible working relationship.

2:00 - 5:30 PM, Kentucky On Stage!, Downtown Art Center Theatre

The showcase continues! See exciting performances by some of Kentucky's finest professional musicians, storytellers, and theatre and dance companies.

About our Workshop Leaders:

Jeri Goldstein

Jeri Goldstein was the agent and manager for some of the top touring acoustic artists on the circuit including Robin & Linda Williams and Garrison Keillor & The Hopeful Gospel Quartet. Goldstein has booked national and international tours for artists performing in country, folk, gospel, bluegrass, contemporary, and classical music as well as tours for theatre and dance.

Complimenting her 26 years as president of The New Music Times, Inc. (an artist management and publishing company), she has been a concert promoter, tour coordinator and has designed and coordinated the Folk Alliance's Booking Agent Training School since 2001. Jeri is the author of *How To Be Your Own Booking Agent*, now in its 3rd printing.

Surale Phillips

Surale Phillips, President of Decision Support Partners, has 15 years of experience conducting market research and consulting for arts and cultural organizations nationwide. Her recent clients include United Arts of Central Florida, Greater Columbus Arts Council, the Fresno Arts Council and scores of producing and presenting organizations. Ms. Phillips regularly partners with experts in the fields of cultural planning, management assessment, tourism development, marketing and public relations.

For more information contact:
Heather Lyons, Individual Artist Program Director,
toll free: 888-833-2787 X 4827
email: Heather.lyons@mail.state.ky.us

Kentucky on Stage and Setting the Stage

REGISTRATION FORM

Deadline: October 1, 2003

Name _____

Organization, Group or Company Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

Names of additional people registering from same Group or Organization:

Note: 1st registrant is full price. Each additional person receives 50% discount.

Name _____

Name _____

Name _____

I (we) will attend the

☐ Presenters Track or the ☐ Performers Track

☐ I would prefer a vegetarian lunch.

The Downtown Art Center and the Lexington Central Library are fully accessible.
Please briefly describe any special accommodations you may need: _____

\$50.00 Registration Fee Includes:

- * All workshops
- * All showcases
- * Lunch on Tuesday & Wednesday
- * Kentucky Coffeehouse (Tues. night)
- * 2004-2005 Performing Arts Directory
- * All workshop materials

Enclose payment for: 1 registration @ \$50.00 = \$50.00

_____ (no.) of additional registrations @ \$25.00 each = _____

Total Enclosed: = \$ _____

Please make check payable to: Kentucky State Treasurer.

Or, pay by Visa or MC --- Card #: _____
Exp. Date _____ Card Holder Name _____

Please return registration form by Oct. 1, 2003 with your payment to:
Kentucky Arts Council, 300 W. Broadway, Frankfort, KY 40601

Reserve Your Room Now!

Blocks of rooms have been reserved for Monday, Oct. 6 and Tuesday, Oct. 7 at the Radisson Plaza in downtown Lexington for a rate of \$89.00 per night, and at the Ramada Inn just off of I-64, at a rate of \$69.00 per night. Make your reservations before Sept. 19. Call the Radisson at 800-333-3333. Call Ramada Inn at 1-800-2 Ramada. Be sure to mention that you are attending the Kentucky Arts Council event.

Kentucky On Stage

Setting The Stage

Kentucky Arts Council's Performing Arts Directory

Kentucky On Stage features performing artists who have been selected for inclusion in the Kentucky Arts Council's 2004 - 2005 Performing Arts Directory. Performers are selected by a panel based upon their artistic excellence and touring experience.

Funding for booking artists in the Performing Arts Directory may be available to your organization through the KAC's Performing Arts On Tour Grant. Please see the KAC Web site for details:

www.artscouncil.ky.gov

A Performance showcase and booking conference for all performing artists and presenters of performing arts.

Who should attend:

Arts Councils
Chambers of Commerce
City and State Government
Clubs and Coffeehouses
Convention and Visitors Bureaus
Corporations
Festival leaders
Libraries

Main Street Development Depts
Parks and Rec. Depts.
Performers
Performing Arts Facilities
Performing Arts Students
Renaissance Programs
Schools
Student Center Boards
Universities

Thanks to the Lexington Arts & Cultural Council
and the Downtown Art Center
for their support of
Kentucky On Stage!

**Kentucky Arts Council
300 W. Broadway
Old Capitol Annex
Frankfort, KY 40601**

Kentucky On Stage!

October 7 & 8, 2003
Downtown Art Center
Lexington, KY

Featuring over 30
performances by new and
returning artists to the
Kentucky Arts Council's
Performing Arts Directory!

Performances will include
bluegrass, blues, jazz, folk,
country and classical music;
ballet, modern and vintage
dance; theatre and storytelling!